



THE
HOLLYWOOD
PARTNERSHIP



March 11, 2021



COVID-19 RESPONSE
FOR SMALL BUSINESSES

The Hollywood Partnership & The Hollywood Chamber of Commerce

Disaster Relief 2021

March 11, 2021



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Funding is not an endorsement of any product, opinion, or service. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Small Business Administration.

Funded in part through a Grant with the Governor's Office of Business and Economic Development.



Contact Us

1-213-674-2696 | pcrsbdc.org | info@pcrsbdc.org

Welcome

from Pacific Coast Regional
Small Business Development Center (SBDC) Network



Helping Businesses Start, Grow and Succeed



Joining Us Today



Colette Moore

Vice President and Program Director,
PCR SBDC

Georgette Huckaby

Business Advisor &
Instructor/Accounting



Karen Blackwell

Core Advisor, Supplier Development

What's the SBDC?

Who We Are

The SBDC is a national program with over 1,000 locations which helps stimulate economic growth through business development. We're a proud resource partner of the U.S. Small Business Administration (SBA).

What We Do

We provide **business consulting, training and resources** to small businesses throughout Los Angeles county in funding, business planning, management, legal and marketing – no cost, no catch.

Consulting Specialities

- **LEGAL** – Incorporation, corporate structures, lease/contracts, intellectual property
- **BUSINESS PLAN** – Research, preparation, development, review
- **MARKETING** – Business development, target market, identification, strategy development & implementation
- **FINANCIAL** – Financial statement development, analysis, strategy, capital needs, cash flow management
- **PROCUREMENT** – Government and B2B contracting, certification, proposal preparation, negotiation, contract management
- **SOCIAL MEDIA MARKETING BASICS-** Understand how to use the internet to market your business.
- **RESTAURANT AND HOSPITALITY-** Understand how to operate and manage your own restaurant, calculate food cost, menus, pricing and sustaining your investment, food safety certification.
- **CONSTRUCTION** - Starting a construction business, preparing for state licensing, safety topics
- **HR** - Build a productive team and understand Federal and local requirements governing employers
- **RECORD KEEPING AND BOOKKEEPING-** Set up your financials and record using software like Quickbooks

Business Options Now - Funding

REOPENED

EIDL

STIMULUS

ECONOMIC INJURY

DISASTER LOAN (EIDL)

**OPEN FOR NEW
APPLICATIONS**

**Deadline
December 31, 2021**

HOT!

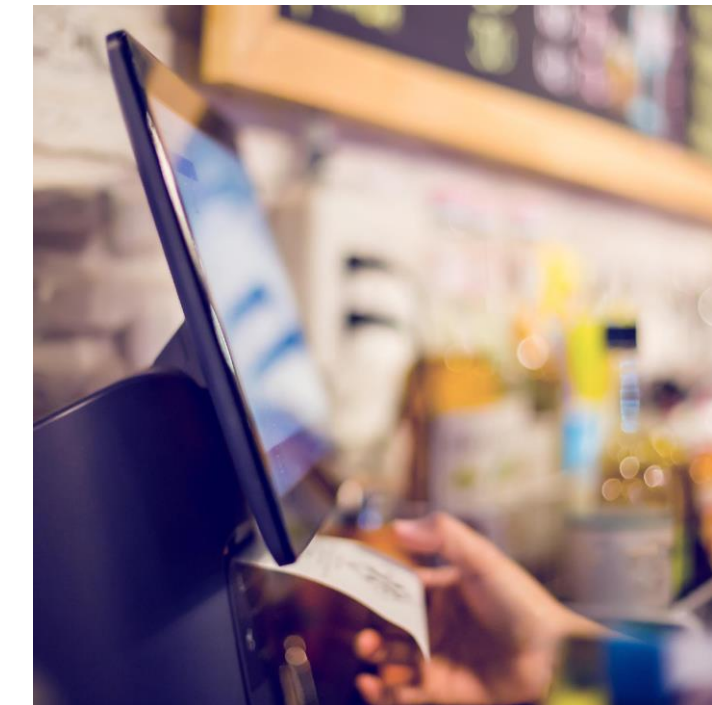
PPP

STIMULUS

PAYCHECK PROTECTION

PROGRAM (PPP)

**OPEN FOR NEW
APPLICATIONS
MARCH 31st
DEADLINE**



SBA SMALL BUSINESS

DEBT RELIEF

DO IT THIS WEEK!!!!

Stimulus Package 2021 Highlights

PPP

2nd Draw Allowed
Removed Tax
3.5x for NAICS 72
Simplified Apps
Simplified Forgiveness
EIDL Advance now a grant

EIDL

Extended until 12/31/21
Targeted 10K Grant for Low income area
Previous Advance now a grant

Other

Employer Tax Credit
SBA 7a loan forgiveness 8 months Max \$9k
Grant for Live venues



SBA Paycheck Protection Program

Paycheck Protection Program

What can I use the funds for?

Designed to help small businesses keep their workforce employed.

- ✓ Interest on mortgage payments (principal or prepayments excluded)
- ✓ Payroll, rent and utilities
- ✓ Interest on any debt incurred prior to Feb. 15, 2020

Up to
\$2M

1% APR

Up to
5 years

THIS IS FREE MONEY!!!!!!!



PPP – Eligibility



- No Fees to SBA or Lender
- No personal guarantees or collateral requirements
- Loans deferred for 10 months

Eligibility



Good Faith Certification



- Business must have a 25% decline in revenue in a comparable quarter to 2019
- Size less than 300 employees, IDCs do not count
- Corporations, sole proprietors, IDCs (apply on their own)
- Non-profits
- Naics 72 Restaurants 3.5 X payroll/mo

PPP 2 Eligibility

Two different applications depending on whether the business is a first draw or 2nd draw applicant

First Draw PPP Borrower

**Up to 500 Employees
Have not permanently closed
Max \$10M**

<https://www.sba.gov/sites/default/files/2021-01/PPP%20Borrower%20Application%20Form%20%28revised%201.8.2021%29.pdf>

2nd Draw PPP

**Up to 300 Employees
25% revenue reduction Test
Max of \$2M**

<https://www.sba.gov/sites/default/files/2021-01/PPP%20Second%20Draw%20Borrower%20Application%20Form%20%281.8.2021%29.pdf>

PPP New Changes

Sole Proprietors

Basis changed from Net to Gross Profit!
~March 1st

https://drive.google.com/file/d/1nmFICDoCNk2B6-yprosofqxut3SRoW_F/view

[Sole Prop App](#)

Eligibility

Eliminate restriction on non-fraud felony
Eliminate restrictions student loan debt delinquency.
Non-citizen owners lawful residents clarified.

How Much Can I Borrow?

Loans can be up to 2.5 x the borrower's average monthly payroll costs, not to exceed \$10 million.

- **Loans can be up to 2.5 x (3.5 for NAICS 72) the borrower's average monthly payroll costs, not to exceed \$2 million incurred during the year prior to the loan date capped at \$100K per employee.**
- **Not Operational in 2019?**
- **What About Seasonal Employers?**

Know Your Payroll

PPP Key Q&A



What Are the Included Payroll Costs?

The sum of payments of any compensation with respect to employees that is a:

- ✓ salary, wage, commission, or similar compensation;
- ✓ payment of cash tip or equivalent;
- ✓ payment for vacation, parental, family, medical, or sick leave
- ✓ allowance for dismissal or separation
- ✓ payment required for the provisions of group health care benefits, including insurance premiums
- ✓ payment of any retirement benefit
- ✓ payment of state or local tax assessed on the compensation of the employee

PPP2 - Loan Calculation

All Applicants Except NAICS 72

$$\frac{\text{Total Payroll 2019, 2020 or Past 12 Rolling}}{12} \times 2.5 = \text{PPP Loan}$$

NAICS CODE 72 Only(Accommodation and Food Services)

$$\frac{\text{Total Payroll 2019, 2020 or Past 12 Rolling}}{12} \times 3.5 = \text{PPP Loan}$$

PPP2 - 25% Reduction Calculation

For 2nd Draw loans of up to \$150,000 you can simply certify your revenue loss when you apply, but on or before you apply for forgiveness you will have to produce documentation of that revenue loss.

Business Operation	Compare 1	Compare 2
All of 2019	Any Quarter of 2020	Same Quarter of 2019
Started Q3 or Q4 2019	Any Quarter of 2020	Q3 or Q4 of 2019
Started Q1 2020	Q2, Q3 or Q4 of 2020	Q1 2020

PPP2 Expanded NonPayroll

- **Worker protection expenditures (PPE) covers worker protection and facility modification expenditures, including personal protective equipment, sanitizer, plexiglass, and other expenses incurred to comply with COVID-19 health and safety guidelines.**
- **Property damage costs due to public disturbances that occurred during 2020 that are not covered by insurance**
- **Supplier costs pursuant to a contract, purchase order, or order for goods in effect prior to taking out the loan that are essential to the recipient's operations at the time at which the expenditure was made. Supplier costs of perishable goods can be made before or during the life of the loan.**
- **Operations expenditures for software, cloud computing, and other human resources and accounting needs.**



For Corps/LLC/LLP

PPP Documents You Need

- i. Proof of a decline in revenue of > 25% in one quarter
 - Bank Statements
 - Financial Statements
 - Credit card Reports
- ii. Articles
- iii. Operating Agreements : Who can encumber
- iv. By Laws : Who can encumber
- v. Statement of Information /Articles
 - <https://businesssearch.sos.ca.gov/>
- vi. DBA
- vii. SBA Form 2483 & 2483SD Linked [HERE](#) for the 1st draw and [HERE](#) for 2nd draw
- viii. Photo ID
- ix. 2019 and Tax return

PPP Documents You Need

**For Sole Proprietors,
Freelancers, Self-employed**

- i. Proof of a decline in revenue of > 25% in one quarter
 - Bank Statements
 - Financial Statements
 - Credit card Reports
- ii. Business start date
- iii. Bank account and routing number
- iv. 2019 IRS Form 1040-C if your business is a sole proprietorship (Profit and Loss Statement)
- v. SBA Form 2483 & 2483SD Linked [HERE](#) for 1st draw and [HERE](#) for 2nd draw
- vi. DBA (If one is used)
- vii. Photo Id

PPP Documents You Need

**For Businesses with
Employees
(Regardless of Organization Type)**

- i. 2019 or 2020 or R12 IRS Form 941 for quarterly salary, wages, commissions, and tips
- ii. 2019 or 2020 or R12 IRS Form 944 same as 941, but annualized
- iii. 2019 or 2020 or R12 IRS Form W-3
- iv. 2019 or 2020 or R12 IRS Form 940 for any unemployment costs
- v. 2019 or 2020 or R12 IRS Form 1040-C if your business is a sole proprietorship
- vi. Monthly payroll statements that will provide the following information
 - Salary, wages, commissions, or tips (not exceeding \$100,000 annually for each employee)
 - Costs for vacation, parental, family, medical or sick leave
 - Costs for separation or dismissal of employees
 - State & local taxes assessed on employee compensation

PPP

PAYCHECK PROTECTION PROGRAM (PPP)

Possible Lenders			
Fintech	Paypal	Square	
	Blue Vine	OnDeck	
	Funding Circle	Lendio	
	Intuit Quickbooks	Credibly	
	Ready Capital		
CDFI's	PCR (1st Draw)	Fountainhead	Fountainheadcc.com
	Lendistry	LISC	
	PACE		
Community Banks	Radius Bank	Sunwest Bank	
	Sunflower Bank	Pacific Enterprise Bank	
	Celtic Bank	CommerceWest Bank	
Non Bank Lenders	Liberty SBF	Centerstone	
	Harvest Small Business Finance		
Major Banks	BOA	Chase	
	CITI	Wells Fargo	



New, Under
\$50,000 Forms
and Process

Webinar to review:
Every Thursday

March 11th 2:00 pm - 3:00 pm

<https://pcrsbdc.org/workshops/>



Paycheck Protection Program
Loan Forgiveness Application

OMB Control Number 3245-0407
Expiration Date: 10/31/2020

LOAN FORGIVENESS APPLICATION INSTRUCTIONS FOR BORROWERS

To apply for forgiveness of your Paycheck Protection Program (PPP) loan, you (the Borrower) must complete this application as directed in these instructions, and **submit it to your Lender** (or the Lender that is servicing your loan). Borrowers may also complete this application electronically through their Lender.

This application has the following components: (1) the PPP Loan Forgiveness Calculation Form; (2) PPP Schedule A; (3) the PPP Schedule A Worksheet; and (4) the (optional) PPP Borrower Demographic Information Form. All Borrowers must submit (1) and (2) to their Lender.

Instructions for PPP Loan Forgiveness Calculation Form

Business Legal Name ("Borrower")/DBA or Tradename (if applicable)/Business TIN (EIN, SSN): Enter the same information as on your Borrower Application Form.

Business Address/Business Phone/Primary Contact/E-mail Address: Enter the same information as on your Borrower Application Form, unless there has been a change in address or contact information.

SBA PPP Loan Number: Enter the loan number assigned by SBA at the time of loan approval. Request this number from the Lender if necessary.

Lender PPP Loan Number: Enter the loan number assigned to the PPP loan by the Lender.

PPP Loan Amount: Enter the disbursed principal amount of the PPP loan (the total loan amount you received from the Lender).

Employees at Time of Loan Application: Enter the total number of employees at the time of the Borrower's PPP Loan Application.

Employees at Time of Forgiveness Application: Enter the total number of employees at the time the Borrower is applying for loan forgiveness.

PPP Loan Disbursement Date: Enter the date that you received the PPP loan proceeds from the Lender. If loan proceeds were received on more than one date, enter the first date on which you received PPP loan proceeds.

EIDL Advance Amount: If the Borrower received an Economic Injury Disaster Loan (EIDL) advance, enter the amount.

EIDL Application Number: If the Borrower applied for an EIDL, enter the Borrower's EIDL Application Number.

Payroll Schedule: Select the box that corresponds to your payroll schedule.

Covered Period: Enter the eight-week (56-day) Covered Period of your PPP loan. The first day of the Covered Period must be the same as the PPP Loan Disbursement Date. For example, if the Borrower received its PPP loan proceeds on Monday, April 20, the first day of the Covered Period is April 20 and the last day of the Covered Period is Sunday, June 14.

Alternative Payroll Covered Period: For administrative convenience, Borrowers with a biweekly (or more frequent) payroll schedule may elect to calculate eligible payroll costs using the eight-week (56-day) period that begins on the first day of their first pay period following their PPP Loan Disbursement Date (the "Alternative Payroll Covered Period"). For example, if the Borrower received its PPP loan proceeds on Monday, April 20, and the first day of its first pay period following its PPP loan disbursement is Sunday, April 26, the first day of the Alternative Payroll Covered Period is April 26 and the last day of the Alternative Payroll Covered Period is Saturday, June 20. Borrowers who elect to use the Alternative Payroll Covered Period must apply the Alternative Payroll Covered Period wherever there is a reference in this application to "the Covered Period or the Alternative Payroll Covered Period." However, Borrowers must apply the Covered Period (not the Alternative Payroll Covered Period) wherever there is a reference in this application to "the Covered Period" only.

If Borrower Received PPP Loans in Excess of \$2 Million: Check the box if the Borrower, together with its affiliates (to the extent required under SBA's interim final rule on affiliates ([85 FR 20817](#) (April 15, 2020)) and not waived under 15 U.S.C. 636(a)(36)(D)(iv)), received PPP loans with an original principal amount in excess of \$2 million.

Forgiveness Amount Calculation (see Summary of Costs Eligible for Forgiveness below):

Line 1: Enter total eligible payroll costs incurred or paid during the Covered Period or the Alternative Payroll Covered Period.



SBA Economic Injury Disaster Loan

Economic Injury Disaster Loan (EIDL) Basics

What can I use the funds for?

- ✓ Fixed debt, payroll, A/P, operational costs affected by COVID-19.

Funds cannot be used to replace lost sales, profits or expand.



EIDL

Up to
\$150K

3.75%

2.75% APR for non-profits

Up to
30 years

EIDL – How to Apply (NOW)

covid19relief.sba.gov



SBA

Business Loan Application now
available through online portal.

Supporting Information may be
requested.

Up to
\$10k Advance

Make sure you check the box
at the end of the application.

APPLICATION DEADLINE

Dec. 31, 2021

EIDL

vs.

Standard SBA

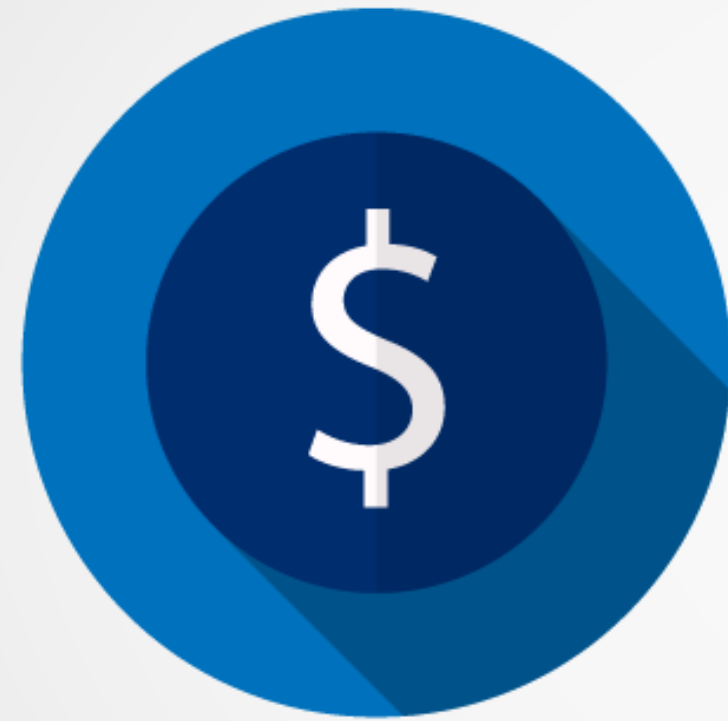
PURPOSE	To meet financial obligations and operating expenses that could have been met had the disaster not occurred (amount of any EIDL advance is forgiven)	Working Capital, Capital improvements, Acquisitions
TERMS	Up to \$150,000 3.75% for businesses 2.75% for non-profits	SBA7(a): Commercial Bank: Prime + ~ 3.75%-4.75% Typically about 7-10% Non-profits ineligible
MATURITY	30 years	Typical is 5 - 10 years.
FIRST PAYMENT DUE	Deferred 1 year	Deferments are hardly ever offered.
COLLATERAL REQUIRED	Under \$25,000 - None Over \$25,000 -Whatever is available	Under \$50K - negotiable Over \$50K - Typically real property that exceeds 120% of loan amount
PERSONAL GUARANTEE	None	All owners at 20% or more
PROCESSING FEE	0%	May have an ongoing fee of .55% 2.0%- 3.75% + Packaging fee
AVG Monthly Payment (Based on \$150,000 loan)	\$694.67	\$2,337.93

EIDL : Denied/Reconsideration

Reasons for EIDL Denial

- Credit
- Economic Injury not substantiated
- Not eligible due to character reasons
- Business does not meet SBA Small Business Guidelines
- Unverifiable information





Other Funding Opportunities

Shuttered Venue Operators Grant (SVOG)

Eligible entities include:

- Live venue operators or promoters
- Theatrical producers
- Live performing arts organization operators
- Relevant museum operators, zoos and aquariums who meet specific criteria
- Motion picture theater operators
- Talent representatives

Other requirements of note:

- Must have been in operation as of Feb. 29, 2020
- Venue or promoter must not have received a PPP loan on or after Dec. 27, 2020

Non Profit or For Profit

For more information on this program,

- Visit <https://www.sba.gov/coronavirusrelief> or
- Email SVOGrant@sba.gov with your questions (please include topic in the subject line)
- Initial Presentation:
<https://www.youtube.com/watch?v=PdfQG6z-gg&feature=youtu.be>

-----IMPORTANT-----

Must be registered in:

www.dnb.com

<https://sam.gov/SAM/>

DO IT NOW!



Shuttered Venue Operators Grant (SVOG) - Award Amount

Non Profit or For Profit

Awards will be either for:

- An eligible entity that was in operation on Jan. 1, 2019, the lesser of an amount equal to 45% of their 2019 gross earned revenue OR \$10 Million.
- An eligible entity that began operation after Jan. 1, 2019, the lesser of the average monthly gross revenue for each full month you were in operation during 2019 multiplied by 6 OR \$10 Million.



California Relief Grant



GRANT FUNDING STRUCTURE

ELIGIBLE BUSINESS GROSS REVENUE	GRANT AWARD AVAILABLE PER BUSINESS
Annual gross revenue \$1,000 to \$100,000	\$5,000 grant
Annual gross revenue greater than \$100,000 up to \$1,000,000	\$15,000 grant
Annual gross revenue greater than \$1,000,000 up to \$2,500,000	\$25,000 grant

California Relief Grant



KEY DATES

	ROUND 3 (Waitlisted from 1 & 2)	ROUND 4 (Arts & Cultural only New App)	ROUND 5 (New & Waitlist)	ROUND 6 (TBA)
OPEN	March 5, 2021	March 16, 2021	March 25, 2021	TBA
CLOSE	Mach 11, 2021	March 23, 2021	March 31, 2021	TBA
START OF NOTIFICATIONS	March 5, 2021	TBA	TBA	TBA



<https://www.foundla.org/covid-recovery-fund-for-small-businesses/>

Round 4 of the FOUND/LA Small Business Recovery Fund opens Monday, March 15th

We are thrilled to announce the application window for **Round 4 of the FOUND/LA Small Business Recovery Fund** is opening Monday, March 15th at 9:00am.

FOUND/LA launched the Small Business Recovery Fund in partnership with **Pacific Community Ventures** and **TMC Community Capital** to protect small businesses in LA who have been impacted by COVID-19. Grants range between \$5,000 and \$25,000 depending on the size of the business - money you won't ever have to pay back.

[Learn more](#)

ROUND 4

Application Window Opens

Monday, March 15, 2021
9:00 AM

Application Window Closes

Sunday, March 21, 2021
11:59 PM

Recipients Selected & Notified

Wednesday, March 24th, 2021



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FREE PPE - SBDC Program

The Los Angeles SBDC has launched a new PPE giveaway program called **PPE Unite™** that will provide free Personal Protective Equipment to LA small businesses.

Businesses with fewer than 50 employees can apply to receive a one-month supply of face masks, hand sanitizer, and face shields through the **PPE Unite™** distribution program.

These supplies are offered on a first come, first served basis, so don't delay - sign up today!



<https://www.ppeunite.org/>

Let's grow your business online.

Up & Running California
Apply by March 11.
[ebay.com/california](https://www.ebayinc.com/up-running-california/)



ebay

Up to 300 California small businesses will be selected to participate in this six-week interactive ecommerce training program designed to help them get and grow online.

<https://www.ebayinc.com/up-running-california/>



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Now Enrolling

Career Connections

POWERED BY
FACEBOOK

Employer Partners!

Facebook's Career Connections Program is Seeking Businesses Looking to Expand Digitally and Host a Facebook Trained, Vetted & Paid-for Intern in 2021!

We are offering an amazing opportunity for businesses in your community to expand their online presence by hosting a Facebook vetted and trained intern (summer 2021), accessing exclusive digital trainings and unlocking free ad credits.



Sign Up Today!

→ [Forms.gle/e72wJJ36CDH2ZLJfA](https://forms.gle/e72wJJ36CDH2ZLJfA)

In partnership with:



ABOUT THE PROGRAM

We create jobs, train students and support businesses in local communities.

We equip underserved jobseekers with 21st-century skills and connects them to Digital Marketing careers across the US. With a focus on underserved communities, we amplify the online presence of small businesses, while launching the careers of jobseekers.

WHAT YOU GET

- Summer Intern (2021) Trained & Vetted by Facebook and Paid by a Federal Workforce Development Grant
- Exclusive Training, Resources + Support
- Improved Social Media + Digital Presence
- A \$500 Facebook Ad Credit

OUR RESULTS FROM 2020

- 91% of Employer Partners would recommend the program to peers
- 85% of Employer Partners improved their online presence as a result of the program
- 91% of Employer Partners now feel equipped to run an internship
- 62% of Employer Partners gladly extended permanent job offers to their interns (3x the national average)

<https://careerconnections.fb.com/>

Special Series - March 2021



#2 Patent Basics

Tuesday, March 16th, 10:00 am - 11:30 am

Basic facts about patents exploring the different types of patents, the difference and use of both provisional patent applications and non-provisional patent applications and the process of patent prosecution.

#3 Trademark Basics:

What Businesses Should Know Now, Not later

Tuesday, March 23rd, 10:00 am - 11:30 am

Learn the different types of trademarks, including names, designs, logos, and trade dress and strategies for trademarks and steps to file a trademark application.

Register at <https://pcrsbdc.org/workshops/>

Upcoming SBDC Resource Webinars

PPP Forgiveness/ Flexibility Act:How To Pass 3 Tests

Thursday, 3/11/21, 2:00 pm- 3:00 pm

Patent Basics (2 of 3) - USPTO Experts

Tuesday, 3/16/21, 10:00 am - 11:30 am

Disaster Loan Training

New Stimulus: PPP, EIDL & Other Funding

Wednesday, 3/17/21, 1:00 pm to 2:00 pm

Launch Your Business

Wednesday., 3/17/21, 10:00 am- 11:00 am

Marketing During The Uncertainty Of COVID

Thursday, 3/18/21, 11:00 am - 12:30 pm

Clearing the Fog of Certification

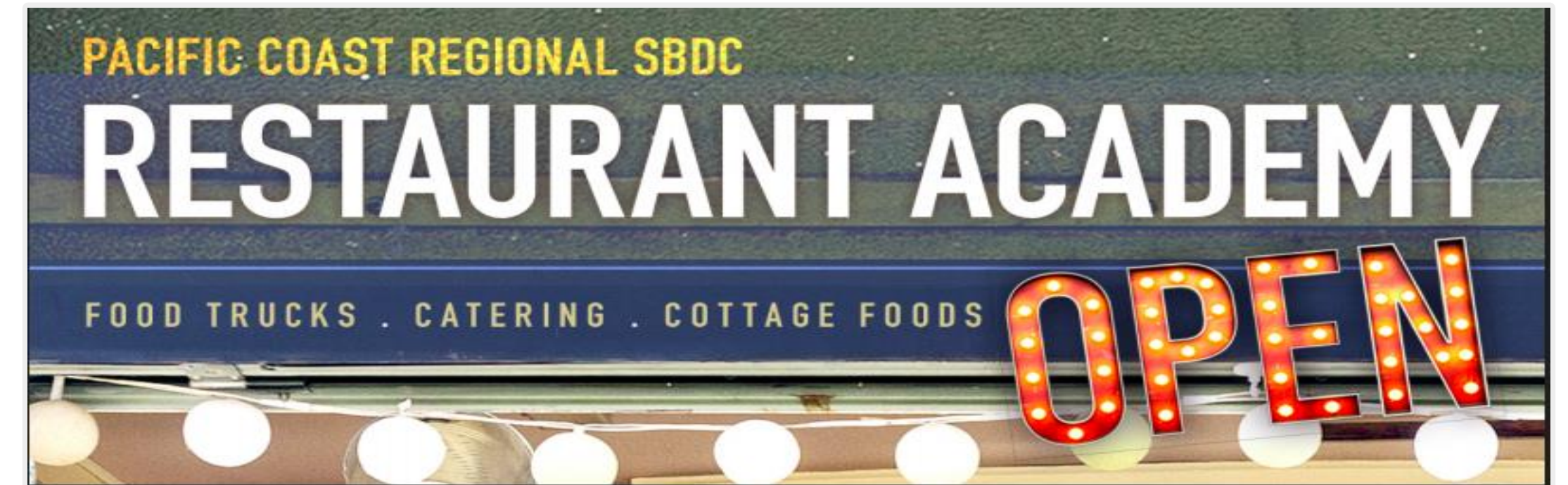
Tuesday, 3/23/21, 9:00 am - 10:00 am

Business Plan Essentials

Tuesday, 3/23/21, 1:00 pm - 2:30 pm

New Client Orientation

Tuesday, 3/23/21, 2:30 pm - 3:30 pm



Business Permits and Licenses for Restaurants and Food Service Businesses

Monday, 3/15/21, 3:00 pm - 4:30 pm

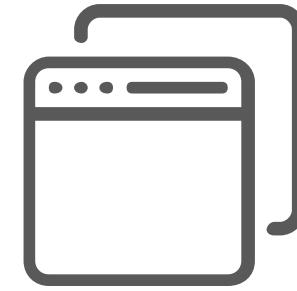
Restaurant Academy Food and Labor Cost 101

Thursday, 3/18/21, 3:00 – 4:30 pm

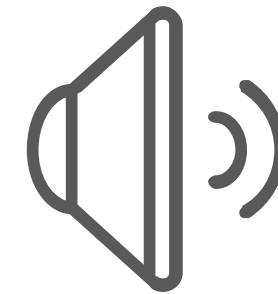
HR Basics for Restaurants

Monday, 3/22/21, 3:00 – 4:30 pm

**We're
Here to Help**



Accurate Information



Answers to Your Questions



Step-by-Step Guidance

Contact Us!

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